

DEPARTMENT OF FOOD AND AGRICULTURE

A.G. KAWAMURA, Secretary

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DMS NOTICE
P – 04 – 1



June 2, 2004

Discard: Retain

TO WEIGHTS AND MEASURES OFFICIALS

SUBJECT: OCTANE LABEL SIZE EXEMPTIONS

Over the years, the Federal Trade Commission (FTC) has granted various exemptions from the octane label size requirements to pump manufacturers and fuel marketers. Generally, the FTC has determined that labels which are slightly smaller than required would still clearly and conspicuously disclose to consumers the octane level of the gasoline dispensed from the pump. The exemptions primarily are for customer product selection buttons on multiple product dispensers. The exemptions also allow the inclusion of words like "press" on the octane label/button.

Questions relating to octane labels and posting may be directed to David Lazier, Weighmaster/Petroleum Branch Chief at (916) 229-3044.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Cleary". The signature is stylized with a long horizontal stroke and a large, looped "C" at the end.

Mike Cleary
Director